

SECTION: BREASTFEEDING PROMOTION AND SUPPORT

SUBJECT: Breastfeeding Promotion and Support

ITEM: *Local Agency Breastfeeding Promotion Policy*



Policy Local agencies shall have a written policy promoting breastfeeding and shall routinely communicate it to all WIC staff.

Basis for policy 7 CFR 246.11 (7)

Minimum requirements **At a minimum, the written breastfeeding promotion policy shall state that the local WIC agency:**

- Promotes breastfeeding as the norm for infant feeding.
- Recommends exclusive breastfeeding as ideal nutrition for infants and sufficient to support optimal growth and development for approximately the first six months of life, unless medically contraindicated.
- Recommends gradual introduction of iron-enriched solid foods in the second half of the first year, complementing the breastmilk diet.
- Recommends breastfeeding continue for at least the first year of life, and thereafter, for as long as mutually desired.
- Provides culturally appropriate, learner-centered breastfeeding education to ensure participants make an informed infant feeding decision.
- Has a designated Breastfeeding Coordinator who is responsible for developing, implementing, and evaluating breastfeeding promotion and support activities.

Each local agency shall submit the written breastfeeding promotion policy and any revisions to the policy to the WIC Branch for approval.

Communication Local agencies shall:

**of the written
breastfeeding
promotion
policy to staff**

- Review the written breastfeeding promotion policy at orientation of all new WIC staff, volunteers, and contract employees.
 - Review the written breastfeeding promotion policy with all staff at least once a year.
 - Ensure that all staff is trained to implement the breastfeeding promotion policy.
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